

**WHAT IS CLAIMED IS:**

1. A process for transforming digital source image data to provide a desired image look at a specified point of an imaging step chain comprising:

defining desired values for at least two image look parameters associated with the desired image look;

sensing data which correlates to the values of the defined image look parameters for the digital source image data; and

modifying the digital source image data to provide digital output image data at the specified point with at least one image look parameter value closer to the defined image look parameter value associated with the desired image look.

2. A process according to claim 1, wherein the desired image look parameters are defined with respect to an image to be displayed after further processing of the digital output image data downstream of the modifying step, further comprising providing information on the characteristics of the downstream processing, and wherein the modifying step is designed to compensate for effects of the downstream processing on the desired image look parameters.

3. A process according to claim 2, further comprising verifying whether the image look parameter values of the digital output image data provide a desired image look displayed at the end of the imaging step chain.

4. A process according to claim 3, comprising further modifying the digital source image data to provide digital output image data with at least one image look parameter value closer to the defined image look parameter value associated with the desired image look in response to the verifying step.

5. A process according to claim 1, wherein the digital source image data is first modified to provide digital output image data with image look parameter values corresponding to a defined reference look, and the digital output image data is subsequently modified to provide digital image data with image look parameter values corresponding to a desired image look distinct from the defined reference look.

6. A process according to claim 1, wherein desired values for at least three image look parameters associated with the desired image look are defined.

7. A process according to claim 1, wherein desired values for at least four image look parameters associated with the desired image look are defined.

8. A process according to claim 1, wherein the digital source image data represents an original scene image captured with an electronic camera.

9. A process according to claim 1, wherein the digital source image data represents an original scene image captured on photographic film which has been scanned.

10. A process according to claim 1, wherein the values of the defined image look parameters are sensed for the digital source image data by measuring characteristics of both the actual image and characteristics of test images that are part of a particular scene.

11. A process according to claim 1, further comprising verifying whether the image look parameter values of the digital output image data provide a desired image look displayed at the end of the imaging step chain.

12. A process according to claim 11, comprising further modifying the digital source image data to provide digital output image data with at least one image look parameter value closer to the defined image look parameter value associated with the desired image look in response to the verifying step.